

**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

# CONTRACT

<u>Contract / Revision</u> 197925 /		<u>Alt Order #</u>
<u>Product</u> <b>Gregg for Governor 2012</b>		
<u>Contract Dates</u> 08/14/12 - 08/19/12	<u>Estimate #</u> 11600	
<u>Advertiser</u> <b>POL/Gregg For Indiana (D)</b>	<u>Original Date / Revision</u> 08/13/12 / 08/13/12	
<u>Billing Cycle</u> EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WISH</b>	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

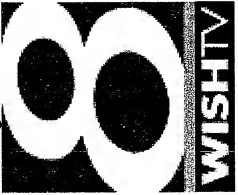
And:

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	08/14/12	08/19/12	Daybreak Early Edition	5-530a		:30				NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	-TWTF--	4			\$150.00	0.00				
N 2	WISH	08/14/12	08/19/12	Daybreak 1st Edition	530-6a		:30				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	-TWTF--	4			\$125.00	0.00				
N 3	WISH	08/14/12	08/19/12	Daybreak @ 6	558-7a		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	-TWTF--	4			\$200.00	0.00				
N 4	WISH	08/14/12	08/19/12	CBS This Morning @7a	7-8a		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	-TWTF--	4			\$200.00	0.00				
N 5	WISH	08/14/12	08/19/12	CBS This Morning @8	8-9a		:30				NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	-TWTF--	8			\$75.00	0.00				
N 6	WISH	08/14/12	08/18/12	Daybreak Saturday	558-9a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-	1			\$250.00	1.00				
N 7	WISH	08/17/12	08/17/12	Indy Style	858-10a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	----F--	1			\$100.00	0.00				
N 8	WISH	08/15/12	08/15/12	Price Is Right	1058-12p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----	1			\$100.00	0.00				
N 9	WISH	08/14/12	08/16/12	Rachael Ray	258-4p		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-T---	2			\$75.00	0.00				
N 10	WISH	08/14/12	08/17/12	Anderson Cooper	357-5p		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	-TW-F--	3			\$75.00	0.00				
N 11	WISH	08/14/12	08/19/12	News 8 @5p	5-530p		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/13/12	08/19/12	-TWTF--	4			\$200.00	0.00				
N 12	WISH	08/14/12	08/19/12	News 8 @ 530p	530-6p		:30				NM	4	\$800.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u> 197925 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/14/12 - 08/19/12	<u>Product</u> Gregg for Governor 2012	<u>Estimate #</u> 11600
<u>Advertiser</u> POL/Gregg For Indiana (I	<u>Original Date / Revision</u> 08/13/12 / 08/13/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	-TWTF--				4	\$200.00	0.00			
N 13	WISH	08/14/12	08/19/12	News 8 @6	558-630p		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	-TWTF--				4	\$200.00	0.00			
N 14	WISH	08/19/12	08/19/12	News 8 Weekend/Sunday	558-7p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	-----S				1	\$400.00	0.00			
N 15	WISH	08/14/12	08/19/12	Inside Edition	658-730p		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	-T-TF--				3	\$350.00	0.00			
N 16	WISH	08/15/12	08/16/12	Entertainment Tonight	728-8p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	--WT---				2	\$450.00	0.00			
N 17	WISH	08/15/12	08/15/12	Wednesday 8-9p	758-9p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	--W----				1	\$2,000.00	0.00			
N 18	WISH	08/17/12	08/17/12	Friday 9-10p	858-10p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	----F--				1	\$800.00	0.00			
N 19	WISH	08/14/12	08/19/12	News 8 @ 11 M-F	11-1135p		:30				NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	-TWTF--				7	\$900.00	0.00			
N 20	WISH	08/18/12	08/18/12	News 8 @11 Saturday	11-1135p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	-----S-				1	\$300.00	0.00			
N 21	WISH	08/19/12	08/19/12	News 8 @ 11 Sunday	11-1130p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	-----S				1	\$650.00	0.00			
N 22	WISH	08/16/12	08/16/12	David Letterman	1135p-1237a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12		08/19/12	08/19/12	---T---				1	\$350.00	0.00			
<b>Totals</b>										<b>1.00</b>		<b>62</b>	<b>\$19,275.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/13/12 -08/19/12	62	\$19,275.00	\$16,383.75
<b>Totals</b>	<b>62</b>	<b>\$19,275.00</b>	<b>\$16,383.75</b>

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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# Station Order Revised Gregg for Governor 2012

**Market:** Indianapolis

**Flight Dates:** Tuesday, August 14, 2012 to Sunday, August 19, 2012

Estimate ID
11600

**Contact:** Brent Denny

**Phone:** 317-923-8888

**Email:** Brent.Denny@WISHTV.com

**Fax:** 317-926-1144

**Direct:** 317-704-8731

**WISH-TV**

197925

Program Name	DP	Length	Days	Gross Rate	Tue Wed Thu Fri Sat Sun							Total
					Aug							
					14	15	16	17	18	19		
WISH 5a News 5:00 AM 5:30 AM	EM	M-F 30		\$150.00 \$600.00	✓ 1	1	1	1			4	
WISH 5:30a News 5:30 AM 6:00 AM	EM	M-F 30		\$125.00 \$500.00	✓ 1	1	1	1			4	
WISH 6a News 6:00 AM 7:00 AM	EM	M-F 30		\$200.00 \$800.00	✓ 1	1	1	1			4	
CBS This Morning 7:00 AM 8:00 AM	EM	M-F 30		\$200.00 \$800.00	✓ 1	1	1	1			4	
CBS This Morning 8:00 AM 9:00 AM	EM	M-F 30		\$75.00 \$600.00	✓ 2	2	2	2			8	
Saturday 8a News 8:00 AM 9:00 AM	EM	Sa 30		\$250.00 \$250.00	✓ 1				1		1	
Indy Style 9:00 AM 10:00 AM	DT	M-F 30		\$100.00 \$100.00	✓ 1			1			1	
Price is Right 11:00 AM 12:00 PM	DT	M-F 30		\$100.00 \$100.00	✓ 1						1	
Rachael Ray 3:00 PM 4:00 PM	EF	M-F 30		\$75.00 \$150.00	✓ 1		1				2	
Anderson Cooper 4:00 PM 5:00 PM	EF	M-F 30		\$75.00 \$225.00	✓ 1	1		1			3	
WISH 5p News 5:00 PM 5:30 PM	EN	M-F 30		\$200.00 \$800.00	✓ 1	1	1	1			4	
WISH 5:30p News 5:30 PM 6:00 PM	EN	M-F 30		\$200.00 \$800.00	✓ 1	1	1	1			4	

Abby Leeper

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

abbyl@mediastrategies.com

Date/Time Sent: 8/10/2012 2:40:58 PM

WISH-TV

Page 1 of 2



## Station Order Revised Gregg for Governor 2012

**Market:** Indianapolis

**Flight Dates:** Tuesday, August 14, 2012 to Sunday, August 19, 2012

Estimate ID
11600

**Contact:** Brent Denny

**Phone:** 317-923-8888

**Email:** Brent.Denny@WISHTV.com

**Fax:** 317-926-1144

**Direct:** 317-704-8731

### WISH-TV

Program Name	DP	Length	Days	Gross Rate	Tue							Total						
					Aug 14	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19		Aug 14	Aug 15	Aug 16	Aug 17	Aug 18	Aug 19	
WISH 6p News 6:00 PM 6:30 PM	EN	M-F	30	\$200.00 \$800.00	✓ 1	1	1	1	1			4						
Sunday 6p News 6:00 PM 7:00 PM	EN	Su	30	\$400.00 \$400.00	✓					1		1						
Inside Edition 7:00 PM 7:30 PM	PA	M-F	30	\$350.00 \$1,050.00	✓ 1		1	1	1			3						
Ent Tonight 7:30 PM 8:00 PM	PA	M-F	30	\$450.00 \$900.00	✓		1	1				2						
Big Brother 8:00 PM 9:00 PM	PT	W	30	\$2,000.00 \$2,000.00	✓ 1							1						
CSI New York 9:00 PM 10:00 PM	PT	F	30	\$800.00 \$800.00	✓				1			1						
WISH 11p News 11:00 PM 11:34 PM	LN	M-F	30	\$900.00 \$6,300.00	✓ 2	1	2	2				7						
Saturday 11p News 11:00 PM 11:34 PM	LN	Sa	30	\$300.00 \$300.00	✓					1		1						
Sunday 11p News 11:00 PM 11:34 PM	LN	Su	30	\$650.00 \$650.00	✓							1						
Letterman 11:35 PM 12:37 AM	LF	M-F	30	\$350.00 \$350.00	✓						1							
<b>Station Gross Totals</b>				<b>\$19,275.00</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>2</b>	<b>2</b>		<b>62</b>						

Abby Leeper

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

abbyl@mediastrategies.com

Date/Time Sent: 8/10/2012 2:40:59 PM

WISH-TV

Page 2 of 2

# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WISH-TV Indianapolis	<b>Date:</b> 8/10/2012
---	---------------------------

I, **Media Strategies and Research**,being on behalf of: **John Gregg**

, a legally

qualified candidate of the **Democratic**

political

party for the office of:

**Governor**in the **General**election to be held on **Tuesday, November 06, 2012**

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
------------------	-----------------------------------	------	-------	----------------	-----------------

**SEE ATTACHED SCHEDULE**

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

<b>Date of First Broadcast:</b>	<b>Date of Last Broadcast:</b>
<b>Tuesday, August 14, 2012</b>	<b>Sunday, August 19, 2012</b>

**Total Gross Charges: \$19,275.00**



**Media Strategies and Research**  
 1580 Lincoln Street, Suite 510    11350 Random Hills Road, Suite 670  
 Denver, Colorado 80203    Fairfax, Virginia 22030  
 (303) 989-4700    (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

**Gregg for Indiana**

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Mike Claytor**

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Friday, August 10, 2012

Date



Signature

☐ Accepted

☐ Accepted In Part

☐ Rejected

***To Be Signed By Station Representative***

Signature

Printed Name

Title

**MSR**

**Media Strategies and Research**  
1580 Lincoln Street, Suite 510 11350 Random Hills Road, Suite 670  
Denver, Colorado 80203 Fairfax, Virginia 22030  
(303) 989-4700 (703) 877-2000

Order #197925: Media Stra../POL/Gregg ../Gregg for ../11600

WIDEORBIT

Line	Product	Day	Date	Time	Rate
1	[1] WISH	Displaced	08/15/12 W	558-7a	\$200.00
2	[1] WISH	Displaced	08/14/12 Tu	530-6p	\$200.00
3	[1] WISH	Displaced	08/15/12 W	758-9p	\$2,000.00
4	[1] WISH	Displaced	08/16/12 Th	5-530p	\$200.00
5	[1] WISH	Displaced	08/16/12 Th	11-1135p	\$900.00
6	[1] WISH	Displaced	08/17/12 F	558-7a	\$200.00
7	[1] WISH	Displaced	08/14/12 Tu	558-7a	\$200.00
8	[1] WISH	Displaced	08/16/12 Th	11-1135p	\$900.00
9	[1] WISH	Displaced	08/14/12 Tu	530-6a	\$125.00
10	[1] WISH	Displaced	08/17/12 F	858-10a	\$100.00
11	[1] WISH	Displaced	08/19/12 Su	558-7p	\$400.00
12	[1] WISH	Displaced	08/19/12 Su	11-1130p	\$650.00
13	[1] WISH	Displaced	08/15/12 W	8-9a	\$75.00
14	[1] WISH	Displaced	08/15/12 W	7-8a	\$200.00
15	[1] WISH	Displaced	08/17/12 F	11-1135p	\$900.00
16	[1] WISH	Displaced	08/15/12 W	8-9a	\$75.00
17	[1] WISH	Displaced	08/14/12 Tu	5-530p	\$200.00
18	[1] WISH	Displaced	08/16/12 Th	530-6p	\$200.00
19	[1] WISH	Displaced	08/17/12 F	658-730p	\$350.00
20	[1] WISH	Displaced	08/15/12 W	357-5p	\$75.00
21	[1] WISH	Displaced	08/15/12 W	5-530p	\$200.00
22	[1] WISH	Displaced	08/14/12 Tu	7-8a	\$200.00
23	[1] WISH	Displaced	08/17/12 F	11-1135p	\$900.00
24	[1] WISH	Displaced	08/16/12 Th	258-4p	\$75.00
25	[1] WISH	Displaced	08/18/12 Sa	558-9a	\$250.00
26	[1] WISH	Displaced	08/17/12 F	558-630p	\$200.00
27	[1] WISH	Displaced	08/17/12 F	530-6a	\$125.00
28	[1] WISH	Displaced	08/16/12 Th	5-530a	\$150.00
29	[1] WISH	Displaced	08/16/12 Th	558-7a	\$200.00
30	[1] WISH	Displaced	08/14/12 Tu	8-9a	\$75.00
31	[1] WISH	Displaced	08/14/12 Tu	558-630p	\$200.00
32	[1] WISH	Displaced	08/15/12 W	530-6p	\$200.00
33	[1] WISH	Displaced	08/17/12 F	5-530a	\$150.00
34	[1] WISH	Displaced	08/16/12 Th	8-9a	\$75.00
35	[1] WISH	Displaced	08/15/12 W	728-8p	\$450.00
36	[1] WISH	Displaced	08/17/12 F	8-9a	\$75.00
37	[1] WISH	Displaced	08/14/12 Tu	11-1135p	\$900.00
38	[1] WISH	Displaced	08/14/12 Tu	5-530a	\$150.00
39	[1] WISH	Displaced	08/14/12 Tu	11-1135p	\$900.00
40	[1] WISH	Displaced	08/15/12 W	558-630p	\$200.00
41	[1] WISH	Displaced	08/15/12 W	530-6a	\$125.00
42	[1] WISH	Displaced	08/17/12 F	5-530p	\$200.00
43	[1] WISH	Displaced	08/17/12 F	357-5p	\$75.00
44	[1] WISH	Displaced	08/14/12 Tu	658-730p	\$350.00
45	[1] WISH	Displaced	08/16/12 Th	658-730p	\$350.00
46	[1] WISH	Displaced	08/14/12 Tu	8-9a	\$75.00
47	[1] WISH	Displaced	08/16/12 Th	1135p-1237a	\$350.00
48	[1] WISH	Displaced	08/15/12 W	11-1135p	\$900.00
49	[1] WISH	Displaced	08/16/12 Th	530-6a	\$125.00
50	[1] WISH	Displaced	08/15/12 W	1058-12p	\$100.00
51	[1] WISH	Displaced	08/16/12 Th	8-9a	\$75.00
52	[1] WISH	Displaced	08/18/12 Sa	11-1135p	\$300.00
53	[1] WISH	Displaced	08/17/12 F	7-8a	\$200.00
54	[1] WISH	Displaced	08/17/12 F	530-6p	\$200.00
55	[1] WISH	Displaced	08/14/12 Tu	258-4p	\$75.00
56	[1] WISH	Displaced	08/16/12 Th	558-630p	\$200.00
57	[1] WISH	Displaced	08/17/12 F	8-9a	\$75.00
58	[1] WISH	Displaced	08/17/12 F	858-10p	\$800.00
59	[1] WISH	Displaced	08/14/12 Tu	357-5p	\$75.00
60	[1] WISH	Displaced	08/15/12 W	5-530a	\$150.00
61	[1] WISH	Displaced	08/16/12 Th	728-8p	\$450.00
62	[1] WISH	Displaced	08/16/12 Th	7-8a	\$200.00

[Sorted by: Spot State]